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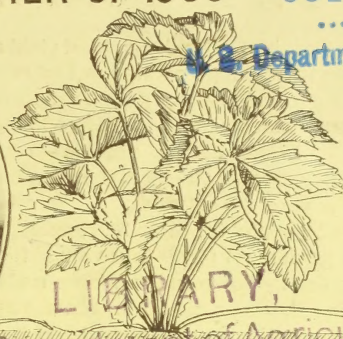
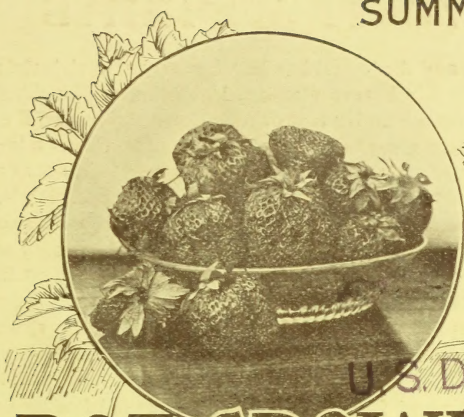
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U. S. Department of Agriculture.



POT GROWN Strawberry Plants.

J. T. LOVETT

Monmouth Nursery,

Little Silver, N. J.

TELEPHONE 2-J

Advice and Terms

Pot-grown Strawberry Plants should always be shipped by express; they cannot well be mailed on account of the heavy ball of soil at the roots, and the delay incidental to freight shipments are fatal to them. I can ship either by the United States Express or Adams Express direct, and by any other express through these companies. In packing, the plants are invariably removed from the pots, each one wrapped in paper and carefully packed in open boxes. It is not customary for nurserymen to offer ordinary layer plants until late in the season for the reason that during the summer the plants are running and making their increase, and to disturb the beds at this time causes the destruction and loss of thousands of unrooted plants.

Knowing the characteristics of each variety, I can often make selections for my patrons better than they can for themselves. When it is desired that I shall do this, please state the general character of the soil, light or heavy, and whether early or late fruit is desired.

I cannot accept an order of less amount than one dollar.

Payments invariably in advance. Goods sent C. O. D. only when 25 per cent. of the amount is sent with the order, with return charges added. Remit by Postal Money Order, Registered Letter, New York Draft or Express Money Order. Always enclose remittance in same letter with order.

Everything offered in this circular is packed free of charge and delivered to forwarders, after which my control ceases, consequently my responsibility also. State plainly to what point goods are to be sent. The prices quoted are for pot-grown plants in all cases and for the quantities specified; *but six and fifty of a variety* will be supplied at dozen and hundred rates respectively.

It is my custom, should the supply of a variety become exhausted, which occasionally occurs in all nurseries, to substitute in its stead a similar sort. When it is desired that I shall not do this, it must be so stated in the order; to simply affix the words "No Substitution," is all that is necessary.

Claims, if any, must be made upon receipt of goods, when they will be carefully and cheerfully examined and if just, all made satisfactory. Claims made after fifteen days of receipt of goods will not be entertained. I send out only good plants in good condition, carefully packed, in all cases, but success or failure depends in so large a degree upon care and management after received, that I do not, because I cannot, undertake to guarantee stock to live.

Pot Grown Strawberry Plants

All varieties of the Strawberry give the greatest yield and the largest berries when grown in rich soil; hence no pains should be spared in preparing the bed carefully before planting, by digging or ploughing deeply and turning under a liberal coating of well-rotted manure. Harrow or rake down finely, and if a top-dressing of ground bone can be applied it will be found a great benefit at fruiting time. Select a location where the soil is moist and deep if possible — moist and yet where water does not stand near or upon the surface. In such a soil well enriched, the Strawberry delights and gives marvelous results. It will, however, succeed upon any soil if well manured. Strawberries do not succeed when planted in shaded locations; hence in selecting a plot for them be careful and avoid places that are shaded by trees. For hill culture in the family garden, set plants in rows two feet apart and the plants fifteen inches apart in the rows; or if to be worked by horse and cultivator, make the rows three feet apart and the plants one foot apart in the row. In either case cut off the runners as they appear. If to be grown in matted rows, plant in rows three and one half or four feet apart and the plants a foot apart in the rows, permitting the runners to grow at will.

The after culture consists in keeping the soil mellow and free from weeds by frequent hoeing or cultivation. At the approach of winter (as soon as the ground is frozen sufficiently to support the weight of a horse and cart,) cover the entire bed with salt-meadow hay or other loose material. Light strawy manure is excellent for this purpose, as the soluble portion leaches into the soil and affords nourishment to the plants while the fibrous portion remains upon the surface as a mulch. Evergreen branches are very useful for securing the covering in place and are of themselves a protection. When the plants start in spring, rake the mulch from off the plants sufficiently to permit them to push through it, and leave it on the surface about the plants to protect the fruit and keep it clean and also to keep the soil moist and cool. An application of unleached wood ashes or Muriate of Potash along the rows very early in the spring, just before a rainfall, will be found to increase the size, beauty and flavor of the berries.

Selection of Varieties

The Blossoms of all Strawberries in cultivation are either hermaphrodite (perfect) or pistillate (imperfect), and the varieties named in this pamphlet are perfect except those marked with the letter P which are pistillate. The flowers of these differ from the hermaphrodite or perfect varieties in being destitute of stamens, or nearly so, and are unable, therefore, to properly fructify themselves. It is consequently essential, when a pistillate variety is grown, that a perfect flowered variety be planted near it in order to properly pollinize its blossoms; in the proportion of one row of perfect flowered plants to about every four or five rows of pistillate ones. When thus properly fertilized the pistillate varieties are often the most productive, and there is really no good reason for the prejudice with which some growers regard them. If but one variety be grown, however, it should of course, be a perfect flowered sort and not a pistillate one. It is best always to plant at least three varieties — early, medium and late — to expand the season of fruiting to its full limits.



Pot Grown Strawberry Plant.

Pot Grown Strawberries

have the great advantage over ordinary or "layer" plants of producing a crop of the largest and finest berries the first season after planting. Further than this, they may be safely transplanted in the hottest and driest weather, without serious check to growth and they can be planted where early potatoes, peas, or other early crop have been harvested. True, the first cost of them is somewhat greater than when layer plants are employed, but their advantages are so great and many, there can be no comparison in value between them for summer

planting. In fact, for summer and fall setting, pot grown plants are indispensable if a crop of berries is desired the following June. In setting them out, dip the balls of earth in water to thoroughly moisten them, and make the soil very firm about each plant.



SILVER COIN STRAWBERRY

The most prolific large Strawberry

The largest very prolific Strawberry

The quality is grand—rich, full, sugary and very aromatic. It is highly perfumed.

Its brilliant flame-red color remains unchanged until the berries soften.

It is very firm. Keeps in good condition from three to five days.

The plant is a strong, clean grower—free from rust and blight.

The blossom is large with lots of pollen.

It has been thoroughly tested for several years and its merits proved by actual, practical tests.

Silver Coin originated at Little Silver but is not little in any sense of the word. It coins gold for all who plant it for market.

It would be cheap at a dollar a quart for the table but can be grown for two cents a quart.

It is as bright as a new silver dollar.

J. T. LOVETT, Little Silver, N. J.

Silver Coin Strawberry

(See colored plate)

The Strawberry for Everybody Everywhere



A midseason variety that excels by far, all others in uniting desirable properties. Its salient points are its exquisite color, luscious flavor and great productiveness. The berries are not only large but very nearly all of them are large, even those that ripen at the end of the season; and they are the most uniform in size and shape of any variety I have ever grown—being bluntly conical and just about as regular in size and form as Pippin apples. The color is a brilliant flame red—similar to the popular Gandy—so brilliant and attractive in fact, that it sells in market at sight for five to ten cents a quart more than the other large varieties usually grown, retaining its brilliancy until the fruit decays. The quality is rich, sugary and delicious, surpassing all varieties of its season with the possible exception of McKinley. Last but not least, the texture is very firm; hence it is unexcelled as a shipper and keeper. The plant is of strong, vigorous habit with large spotless foliage that never rusts, mildews or blights. It has large strong fruit stems that hold the enormous crop well from the ground. The blossom is large and vigorously staminate.

Silver Coin has been thoroughly tested for several years. For the past two years it has been extensively fruited in commercial field culture beside Wm. Belt and other popular varieties, yielding in profit more than two dollars to one from any other variety from space of equal extent.

Fine Pot Grown Plants, dozen, \$1.25; 100, \$6.00.

General List of Pot Grown Strawberries

50c. per dozen; \$2.50 per 100; unless otherwise noted.

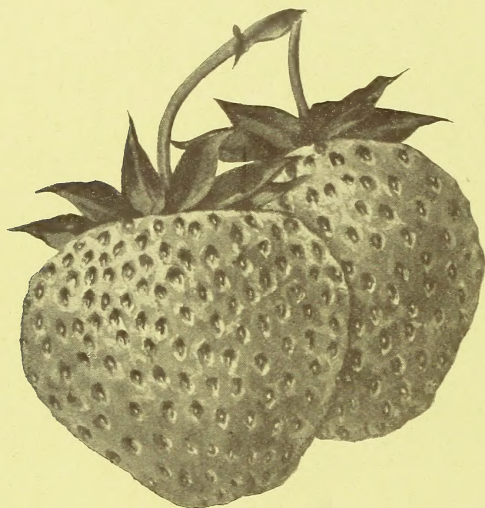
If to be sent by mail, add 2 cents per plant for postage.

BRANDYWINE

An old and popular variety of general adaptability. The berries are large, roundish-conical, uniform, bright crimson, firm and of good flavor. Plant of vigorous habits and prolific. For good results it requires strong, rich soil, and plenty of manure. Midseason.

CLIMAX

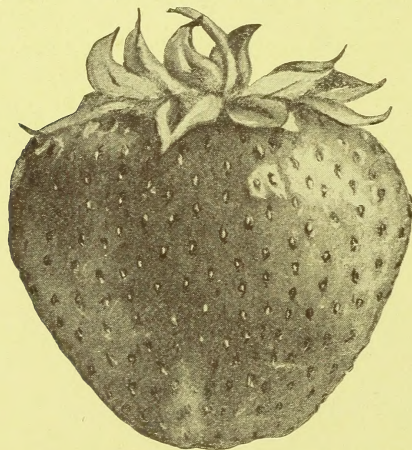
A large, handsome, firm berry with healthy and very prolific plant. It has proved pro-



ductive and successful over a wide range of country and has many staunch friends. Early to midseason.

COMMONWEALTH

The finest variety for family use that ripens very late. It is of superb quality and prolific



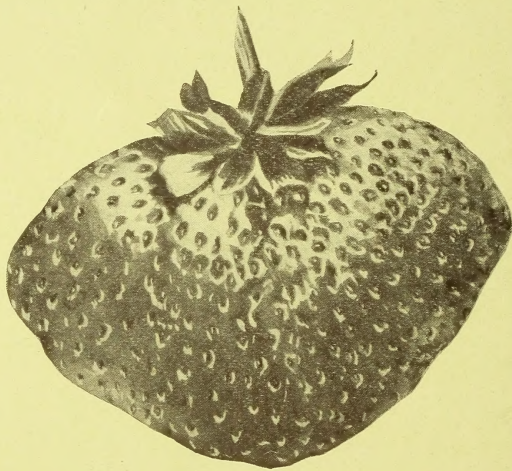
but not firm enough for shipment. It surpasses the popular Gandy by far in quality though it is not so handsome in color. Plant is vigorous and healthy. It would be difficult to say too much in its favor for the home garden, but I would not recommend it for light sandy soil.

CARDINAL (P)

A marvel in vigor of plant and productiveness, exceptionally firm and very handsome. It gets right down to business and keeps at it all the time—upon all soils and under varied systems of culture, but the quality is not of the best—too tart and not refined. However, it looks so well, yields so well, sells so well and is so easily grown, it is a variety of much value. The bluntly conical berries average large, are bright crimson and have large, very green “burrs.” Midseason until late.

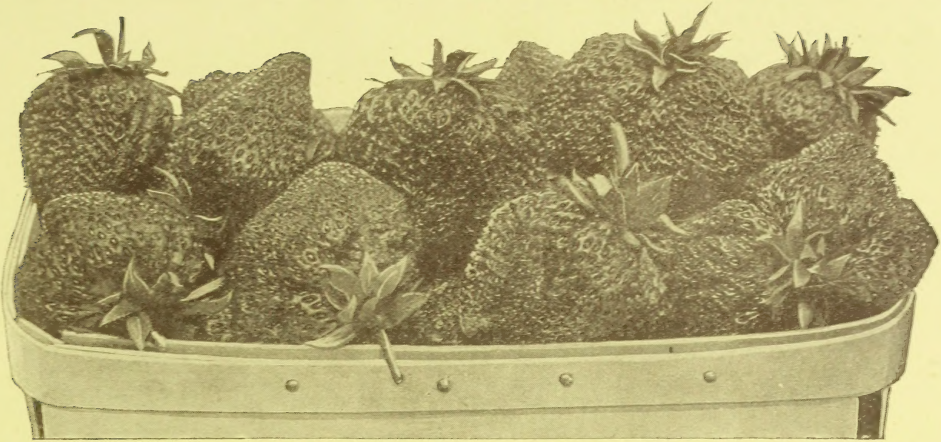
FENDALL (P)

A southern child of a worthy northern parent—a seedling of Wm. Belt, from Baltimore County, Maryland. Wm. Belt is so fine, that a few years ago, if confined to a single variety, it would have been the one chosen. Fendall is believed to surpass its parent in size, flavor and beauty and, to be more uniform in shape and size. It also gives a longer season of fruit and produces nearly double the quantity of



quarts per acre. This is, indeed, claiming a great deal—yet not too much. It has yielded at the rate of nearly seventeen thousand quarts per acre. The berries are smooth and glossy, of firm, meaty texture and exceedingly full and rich in flavor. Plant of strong growth, with great power to resist drought. Midseason until very late. Doz. 75c.; 100, \$4.00.

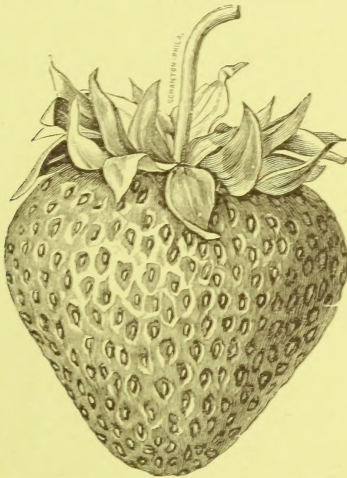
Price, except as noted, 50c. per dozen; \$2.50 per hundred.



A QUART OF HERITAGE STRAWBERRIES.

GANDY

Introduced by me in 1888 and now more largely grown than any other variety. It ripens late to very late—and the berries are large to very large, bluntly conical, of the firmest texture and bright flame-colored—which color they retain until they decay; but in flavor it is rather acid and not of the highest quality. It is very nearly perfect in vigor



and growth of plant, yet it is but a moderately productive variety, except under high culture and upon very moist soil. It originated in a meadow in South Jersey and its peculiarities are its preference for very moist land and the fact that it usually yields more bountifully the second than the first year.

HERITAGE

A long season variety—from early until very late. Of New Jersey origin like the Gandy, Stevens' Late, Gen. De Wet, Oom Paul, Reliance, etc.; and is "another good one." Berries of good size and very uniform—not so mammoth as some others—conical, deep shining crimson, very handsome and of delicious flavor. Plant a vigorous, rampant grower and a prodigious yielder. An excellent variety,

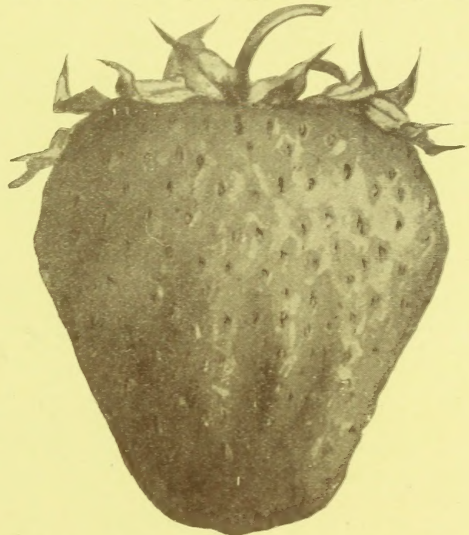
especially when space can be given to one variety only. Doz. 75c.; 100, \$4.00.

GEN. DE WET

A very late variety, and very prolific. The fruit stems are strong and sturdy, holding from the ground the heavy load of fruit. The berries are of great size, fine shape and color; dark red and very glossy. Stands heat and drought well and never "rusts" or blights. A large, beautiful and valuable Strawberry.

McKINLEY

The richest and most luscious in quality of any variety in cultivation, equalling in high flavor and aroma, the wild Strawberry of our childhood. Berries very large, handsome and freely produced on strong, healthy plants;

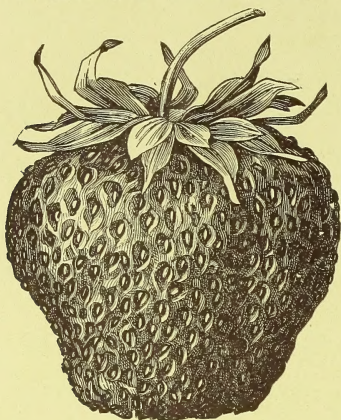


ripens in midseason and is too tender in texture to endure shipment. It is preeminently a variety for the home garden, and if confined to a single variety, it is the one I should plant for the table. Everybody who enjoys fine Strawberries should plant this variety.

Price, except as noted, 50c. per dozen; \$2.50 per hundred.

SHARPLESS

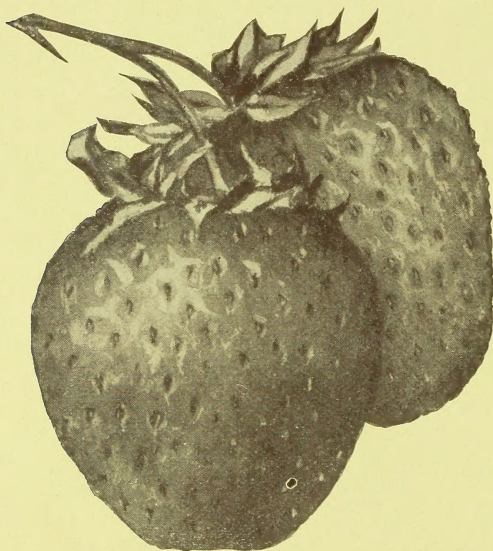
An old favorite. Berries of great size, though frequently ill formed, deep crimson,



mild and pleasant in flavor and not very firm. Plant of strong growth and yields well under high culture. Midseason.

STEVENS' LATE

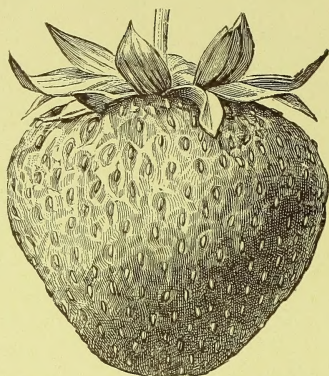
Evidently a descendant of the grand old Gandy, similar in habit but even more vigorous in growth and more prolific by far. It ripens very late and is similar to the Gandy



in every respect except that it yields nearly or quite twice as many quarts of berries upon a given space. The most prolific and profitable of the late varieties for market growing and a valuable sort for the home garden.

SUCCESS

All things considered, the finest early variety for the home garden. Berries round or slightly conical, of good to large size, scarlet to light crimson in color and of luscious, mild, rich and sweet flavor. It is of tender texture and unfit for shipment. Plant vigorous,



healthy and very prolific. In brief, it is an improved form of the old time famous Charles Downing. It is superb.

THOMPSON'S EARLIEST

The first to ripen by nearly a week. It is charmingly beautiful in color, of regular form, delicious quality and highly perfumed; but the berries are of rather small size. They are, however, much larger and better in every way than those of the Crystal City and Michel's Early, the only varieties that ripen so early. Berries are bright flame color and the plants, which are fairly productive, are so vigorous they succeed even on thin, light soil. Especially valuable and desirable as an extra early variety for the home garden.

THOMPSON'S NO. 2

The friends of the old Wilson's Albany will be delighted with this, for it is a fac-simile of the old Wilson in its palmy days. Berries large, deep crimson and very fine—in fact, it is too firm and too acid until fully ripe to please some palates. The plant is such a vigorous and persistent grower and resists the vicissitudes of weather and neglect with such perfect indifference, it is the variety to plant if



one wishes to be sure of a crop of berries every season; drought or no drought, good culture or no culture at all. It merits a more distinctive name. Early to midseason.

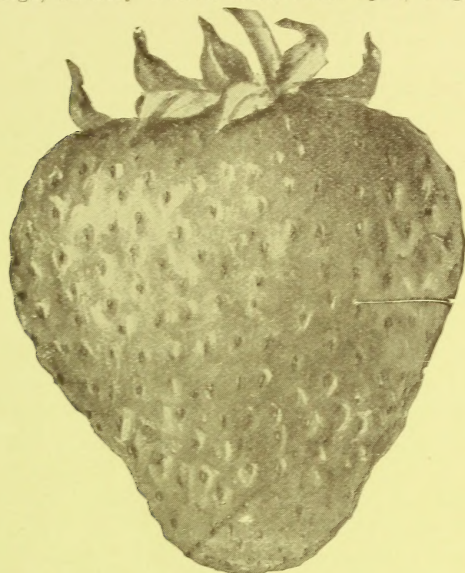
Price, except as noted, 50c. per dozen; \$2.50 per hundred.

GLADSTONE

Has all the merits of the popular "Sharpless"—great size, handsome appearance and mild, rich flavor—and with added productiveness. It originated with the gentlemen who introduced "Sharpless;" is similar in growth of plant and ripens at the same time—in midseason—and may justly be termed an "Improved Sharpless."

MORNING STAR

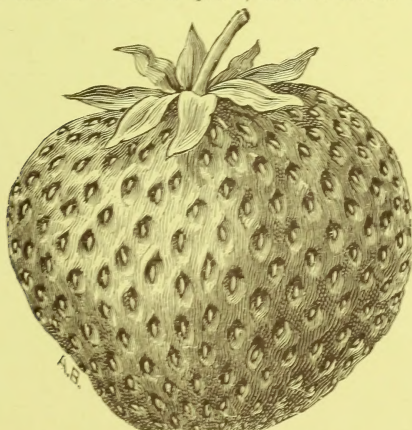
The largest and finest Strawberry as yet fully tested that ripens early. Berry very large, broadly conical with blunt apex, bright



scarlet crimson, exceptionally uniform in size and shape. Plant a strong grower, very healthy and a reliable yielder. It is exceptionally firm for an early berry; and best of all, of the very finest flavor. 60c.; 100, \$3.00.

OOM PAUL

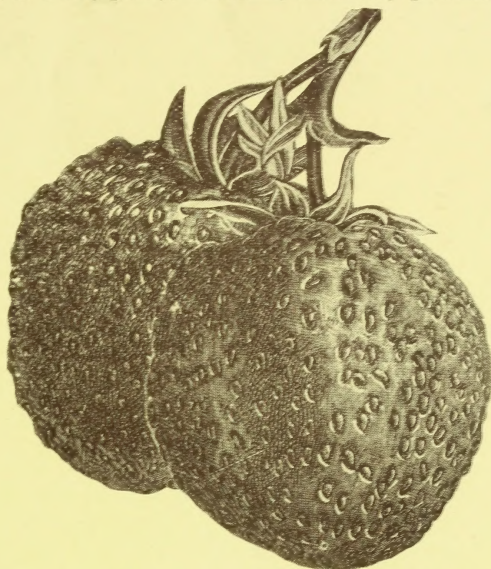
One of the very largest of Strawberries. The berries are roundish-conical in shape, of a glossy bright crimson, firm and of superb quality. It is so large, six berries of it have been known to fill a quart, and it never runs



small at the last pickings. The plant is large and robust, has dark green, clean foliage, and is exceedingly prolific. Ripens in midseason.

RELIANCE

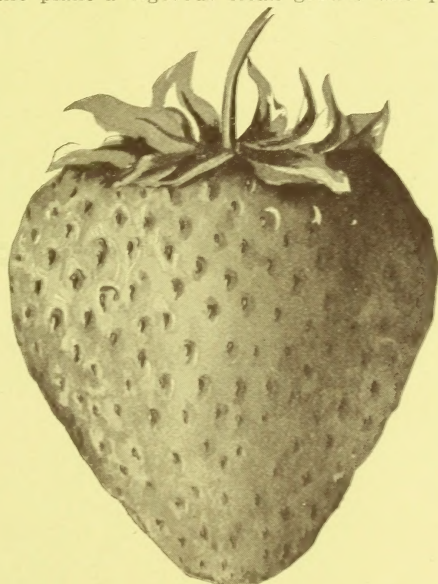
A superb variety, particularly for the home garden. A seedling of Mary (introduced by me many years ago) and Marshall; both large, beautiful and good strawberries. The fruit is of large size, delicious flavor, rich dark crimson color, glossy, beautiful, uniformly globular



shape, and the plant is a strong, luxurious grower and a great yielder. The fruit is borne on strong stalks and is exceptionally firm. Price 60c. per dozen; \$3.00 per 100.

SAINT LOUIS

An extra early variety and a very beautiful and valuable Strawberry. The berries are large, conical and bright scarlet or flame color—the plant a vigorous clean grower and pro-



lific. It is not of firm texture but of delicious quality with a rich aroma. One of the largest and finest very early variety for the home garden.

WILLIAM BELT

A superb variety. The plant is a vigorous, though not a rampant grower, succeeds upon almost all soils, and invariably yields very heavily; and best of all, the berries are always of large size and high quality. Its flesh is solid and meaty, deep crimson in color, and the blossoms are large, with abundance of pollen. It begins to ripen quite early and continues until almost the close of the season; the last berries being large, handsome and full-flavored. Indeed, it is a king among Strawberries, being among the largest—many of the berries being of great size—firm, and gives large pickings for a longer period than almost any other variety I have. Of general adaptability, and is among the most popular of all varieties in cultivation.

VIRGINIA (P)

Supposed to be a cross of the Hoffman and Sharpless; uniting the valuable properties of these two popular sorts. It is an early and a very prolific variety, with bluntly conical, bright, red, glossy berries of good size and flavor, but not very firm for market.

Price, except as noted, 50c. per dozen; \$2.50 per hundred.

Hardy Perennial Plants

By far the most interesting and satisfactory of all flowering plants. They succeed upon almost all soils. They are not for a single season only, but like the good friend and true, they remain with us always; increasing in beauty and charm as the years go by.

Nothing for the cost adds so much cheerfulness and such an air of refinement to the country home. Many varieties give us the choicest of flowers for cutting—for the dining table and house decoration.

Over 1000 varieties to select from.

My collection is most complete and includes the finest new as well as all the good old varieties. Nearly all of them can be successfully planted in autumn; Peonies, Phloxes, Irises, Bleeding Heart, Day Lilies, Moss Pinks, Spiraeas and many others should be planted in autumn—during September, October or November for best results.

My large sixty page illustrated catalog of Hardy Perennial Plants, Shrubs and Vines; which gives full instructions for preparing the soil, arranging for pleasing effects, planting and culture; will be mailed free upon request. It has been pronounced the most comprehensive and useful catalog of Hardy Flowering Plants ever printed in the English language.

J. T. LOVETT,
Little Silver, N. J.

